

## RECRUITING & RETENTION PROGRAMS

**AREA OF INTEREST:** CURRENT READINESS FY07 UFR: \$293M APPN: OMNG

**DESCRIPTION:** The ARNG is implementing or expanding the following initiatives to help achieve and maintain congressionally authorized end strength levels:

Guard Recruiting Assistance Program: The Guard Recruiting Assistance Program (G-RAP) is the ARNG's adaptation of civilian contract recruiting. G-RAP Recruiting Assistants (RA) are performance based subcontractors who provide localized contract recruiting services to the ARNG. RAs are deeply ingrained in the local communities and are better positioned to reach the target populations than their AC / Every Soldier a Recruiter (ESAR) counterparts.

Comprehensive Communication Skills: The ARNG instituted a new recruiting Program of Instruction (POI) at the Strength Maintenance Training Center called Comprehensive Communication Skills (CSS). This program was developed to train the force on how to recruit in a wartime environment and to overcome the inherent difficulties of recruiting young men and women during the global war on terrorism.

"American Soldier" Advertising Campaign: This program is refocusing the image of the ARNG from a strategic reserve to an operational force by:

- creating new messages, imagery, mediums and response devices
- refining media selection – focused spending on proven performance vehicles
- implementing new innovative programs never done before such as: NASCAR, iTunes, Event Teams, pizza boxes, gaming, theater, etc.
- heavy reliance on web based advertising and the [www.1-800-GO-GUARD.com](http://www.1-800-GO-GUARD.com) site

YOU CAN School Program – Focuses on the High School and College NPS market with the through the Career Direction Program and the Guard and Educators Achieving Results (GEAR) Program. These new programs were designed exclusively for the post 9/11 school environment and have allowed ARNG Recruiting and Retention Non Commissioned Officers (RRNCOs) to overcome many school system objections to allowing military recruiters to have increased contact with HS students.

Improved lead processing, tracking and accountability

- New call center hired – increased connection rate with RRNCO by 42%
- Direct Connect - 28% increase in setting 800 number calls to appointments
- Lead 2 Appointment Program – now gives RRNCOs appointments not leads increasing conversion of leads by 18% in first six months
- Improved conversion rate of leads due to improved screening (best rate among Army) 15% increase since Apr 05

Recruit Sustainment Program: This highly successful program focuses on non-prior service (NPS) accessions. Currently, this program results in a 92% Basic Training success rate for the ARNG, the highest of any Army component. Additional funding to further enhance the ARNG Real-Time data tracking for near real-time command adjustments will continue transforming and improving the way we collect and manage recruiting and retention data allowing State commanders and NGB to make faster decisions and move resources quickly to leverage opportunities and reinforce success.

Advertising - Insufficient advertising funding will result in a less aggressive advertising campaign, which will result in missed opportunities and could lead to "mission failure."

In our current, high-tech, competitive environment, a key component of a successful recruiting effort is a massive, well coordinated, and adaptable advertising campaign. This enables the ARNG to reach the quality NPS market and generate the quantity of quality leads required to meet accession goals. The ARNG is also adjusting its recruiting themes and slogans to reflect the reality of today.

Operational and Contract Support - The ARNG increased production recruiters from 2,700 to 5,100 for FY07 to achieve the accession mission of 67K. This increase in force requires additional support such as GSA vehicles, communication equipment (cell phones), training, and office equipment.

**ISSUE JUSTIFICATION:** Recruiting and retention funding decreases over 50% from FY06 to FY07 due to the supplemental appropriation increases in FY06. This dramatic decrease will severely curtail current productive efforts and ultimately prevent the ARNG from attaining the congressionally authorized end strength. The current environment and recent force structure changes increase recruiting challenges in an already extremely difficult market.

**FUNDING IMPACT:** Failure to recruit and retain quality Soldiers jeopardizes the ARNG's ability to fulfill its National Security missions both overseas and in the 3,400 communities throughout each state and territory. This may cause rural areas in many states to be without critical ARNG support in the event of natural disasters or emergencies. Without this additional funding the ARNG will be unable to continue the recent recruiting successes. The ARNG recruiting strategy is working. Increased FY06 funding is making the ARNG strength posture healthy again. First Quarter FY06 was the best first quarter since 1993. The ARNG finished +2,211 above program. Continued Office of Secretary of Defense and Secretary of the Army support is needed to continue this positive trend.